(b) controlling a processor to some extract downloadable executable code from said information transmission;

(c) controlling a processor to process a prestored user input on the basis of downloadable executable code extracted in said first step of controlling a processor; and

(d) controlling an output device to output some mass medium programming on the basis of said second step of controlling a processor.

3. (Amended) The method of claim 2, further [comprising the] having at least one step of the group consisting of:

storing information evidencing a function performed [by or initiated by said one or more controllers] in response to or in consequence of [some] said downloadable executable code[having been passed to said one or more reprogrammable controllers.];

and

communicating to a remote station information evidencing a function performed in response to or in consequence of said downloadable executable code.

Please add the following claim(s):

4. The method of claim 2, further having at least one step of the group consisting of:

programming said receiver station to locate a control signal based on a predetermined timing pattern;

programming said receiver station to select a control signal based on a predetermined timing location;

programming said receiver station to identify a control signal based on a predetermined pattern of signal composition; and

programming said receiver station to assemble a control signal based on a signal word.

5. The method of claim 2, further comprising the steps of:

storing a user input; and subsequently

detecting downloadable executable code based on said stored user input.

6. A method of controlling a plurality of receiver stations each of which includes a television receiver, a signal detector, a processor, and with each said receiver station adapted to detect the presence of one or more control signals and programmed to process downloadable executable code, said method of controlling comprising the steps of:

(1) receiving at a transmitter station some downloadable executable code which is effective at a receiver station to implement a scheme for locating, identifying, or assembling a control signal, said downloadable executable code having at each of said plurality of receiver stations a target processor to process data;

(2) transferring said downloadable executable code from said transmitter station to a transmitter;

(3) receiving one or more control signals at said transmitter station, said one or more control signals operate to execute said downloadable executable code; and

(4) transferring said one or more control signals from said transmitter station to said transmitter, and transmitting an information transmission comprising the downloadable executable code and one or more control signals.

7. The method of claim 6, wherein said downloadable executable code or some identification data in respect of said downloadable executable code are embedded in a television signal.

8. The method of claim 6, wherein a television program is displayed at a receiver station and said downloadable executable code programs said receiver station processor or computer to output video, audio, or text in the context of said television program or to process a viewer reaction to said television program or to select information that supplements said television program content.

9. The method of claim 6, wherein said one or more control signals incorporate some of said downloadable executable code.

10. A method of providing data of interest to a receiver station from a remote data source, said data of interest for use in generating at the receiver station user specific programming or output, said method comprising the steps of:

storing at said remote data source a plurality of data, each datum comprising (1) an identification signal identifying the datum and (2) an information signal, said plurality of data being the data of interest at said receiver station;

receiving at said remote data source a query from said receiver station;

transmitting from said remote data source to said receiver station in response to said step of receiving a query at least the information signal of said datum, said receiver station stores the information signal of said datum and subsequently generates a user specific display or output by processing said stored information signal on the basis of an instruct signal which is received at the receiver station following said datum and is effective at the receiver station to implement a scheme for locating, identifying, or assembling a control signal.

11. A method of communicating subscriber station information from a subscriber station to one or more remote data collection stations, said method comprising the steps of:

(1) inputting a viewer's or participant's reaction at a subscriber station;

(2) receiving at said subscriber station information that designates an instruct signal to process or an output to deliver in consequence of said specific subscriber input;

(3) determining the presence of said specific subscriber input at said subscriber station by processing said viewer's or participant's reaction;

(4) processing an instruct signal which is effective to implement a scheme for locating, identifying, or assembling a control signal at said subscriber station in consequence of said step of determining; and

(5) transferring from said subscriber station to one or more remote data collection stations an indicia confirming delivery of said instruct signal from said step of processing or confirming delivery of said effect from said step of processing.

12. The method of claim 11, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive one or more specific mass medium programs, data, news items, or computer control instrutions; and

receiving one or more specific mass medium programs, data, news items, or computer control instrutions in accordance with said instruction.

13. The method of claim 11, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to process or present one or more mass medium programs, data, news items, or computer control instrutions in a specific fashion; and

processing or presenting one or more specific mass medium programs, data, news items, or computer control instrutions in accordance with said instruction.

14. The method of claim 11, wherein said information that designates a specific subscriber input or said instruct signal is detected in an information transmission from a data or programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from a data or programming source;

receiving an information transmission from a data or programming source;

inputting at least some of said information transmission to a control signal detector;

detecting data or an instruct signal in said information transmission; and

passing said detected data or instruct signal to said processor.

15. A method of gathering information on the use of resource or a signal at a receiver station, said receiver station having a processor, and a controlled device, said receiver station transferring said gathered information to a remote station, said method comprising the steps of:

(1) identifying a code resource to be processed to locate, identify, or assemble a control signal or a control signal which is effective to implement a scheme for locating, identifying, or assembling a control signal;

(2) monitoring said resource or said control signal;

(3) storing a record of the use of said resource or said control signal from said step of monitoring; and

(4) communicating information evidencing said use of said resource or said control signal from said step of storing a record from said receiver station to a remote station.

16. The method of claim 15, wherein the stored evidence information identifies or designates one or more of:

(1) a mass medium program;

(2) a proper use of programming;

(3) a transmission station;

(4) a receiver station;

(5) a network;

(6) a broadcast station;

(7) a channel on a cable system;

(8) a time of transmission;

(9) a unique identifier datum;

(10) a source or supplier of data;

(11) a publication, article, publisher, distributor, or an advertisement; and

(12) an indication of copyright.

17. A method of signal processing at a receiver station, said receiver station including a receiver and a processor, said method comprising the steps of:

receiving on said receiver identification signals that identify specific signal content for at least one of a plurality of concurrent broadcast or cablecast signal transmissions;

providing a comparison signal to said processor;

comparing said comparison signal to said identification signals and generating a control signal identifying a desired one of said plurality of broadcast or cablecast signal transmissions;

tuning said receiver, based on said generated control signal, to receive said desired one of said plurality of broadcast or cablecast signal transmissions;

inputting at least some of said desired signal transmission to said processor; and

responding to an instruct signal detected in said desired signal transmission which is effective to implement a scheme for locating, identifying, or assembling a control signal.

18. A method of controlling a remote intermediate data transmitter station to communicate data to one or more receiver stations, with said remote transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor, a plurality of selective transmission devices each operatively connected to said broadcast or cablecast transmitter for communicating a unit of data, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transmission devices, and with said remote transmitter station adapted to detect the presence of one or more control signals, to control the communication of specific instruct signals in response to detected specific control signals, and to deliver at its broadcast or cablecast transmitter one or more instruct signals, said method of communicating comprising the steps of:

(1) receiving an instruct signal to be transmitted by the remote intermediate data transmitter station and delivering said instruct signal to a transmitter, said instruct signal being effective at a receiver station to implement a scheme for locating, identifying, or assembling a control signal;

(2) receiving one or more control signals which at the remote intermediate data transmitter station operate to control the communication of said instruct signal; and

(3) transmitting said one or more control signals to said transmitter before a specific time.

19. The method of claim 18, further comprising the step of embedding a specific one of said one or more control signals in said instruct signal or in an

information transmission containing said instruct signal before transmitting said instruct signal to said remote transmitter station.

20. The method of claim 18, wherein said specific time is a scheduled time of transmitting said instruct signal or some information associated with said instruct signal from said remote intermediate data transmitter station and said one or more control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective transmission devices at different times.

21. A method of controlling a network comprising a remote intermediate data transmitter station and one or more receiver stations, with said remote transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a processor, a plurality of selective transmission devices each operatively connected to said broadcast or cablecast transmitter for communicating a unit of data, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transmission devices, and with said remote transmitter station adapted to detect the presence of one or more control signals, to control the communication of specific signals in response to detected specific control signals, and to deliver at its broadcast or cablecast transmitter one or more signal words or signal units, said network having at least one processor capable of assembling executable code, said method of communicating comprising the steps of:

(1) receiving a signal word to be transmitted by the remote intermediate data transmitter station and delivering said signal word to a transmitter, said signal word

being operative in said network to serve as a basis for assembling some executable code, said some executable code being effective in said network to implement a scheme for locating, identifying, or assembling a control signal;

(2) receiving one or more control signals which at the remote intermediate data transmitter station operate to control the communication of said signal word; and

(3) transferring said one or more control signals to said transmitter before a specific time,

said transmitter transmitting said signal word and said one or more control signals.

22. The method of claim 21, further comprising the step of embedding said one or more control signals in an information transmission containing said signal word before transmitting said signal word to said remote transmitter station.

23. The method of claim 21, wherein said specific time is a scheduled time of transmitting said signal word or said executable code from said remote intermediate data transmitter station and said one or more control signals is effective at the remote intermediate data transmitter station to control one or more of said plurality of selective transmission devices at different times.

24. The method of claim 21, further comprising the step of embedding at least one of said signal word and said one or more control signals in a non-visible portion of a television signal or a multichannel broadcast or cablecast signal.

25. The method of claim 21, wherein said one or more control signals comprise a code or datum which operates to select said signal word, said executable

code, or some program content associated with said signal word or said executable code, said method further comprising the step of:

transmitting an instruct signal which operates at the remote intermediate data transmitter station at said specific time to communicate said code or datum to a transmitter.

26. A method of controlling a remote transmitter station to deliver a receiver specific output at a receiver station and controlling said receiver station to communicate one or more receiver specific data to a remote data collection station, with said receiver station being remote from said remote transmitter station and said remote data collection station being remote from said receiver station, said method of communicating comprising the steps of:

(1) receiving at the remote transmitter station one or more instruct signals which operate at the receiver station to implement a scheme for locating, identifying, or assembling a control signal and to assemble or communicate receiver specific data to a remote data collection site;

(2) receiving a control signal which operates at the remote transmitter station to control the communication of one or more instruct signals and communicating said control signal to said remote transmitter station;

(3) receiving a code or datum designating a specific instruct signal to be transmitted by the remote transmitter station, and said transmitter station transferring said designated specific instruct signal to a transmitter; and

(4) transmitting from said remote transmitter station an information transmission comprising one or more designated instruct signals, said one or more

instruct signals being transmitted at one or more specific times or on one or more specific channels in accordance with said control signal.

27. The method of claim 26, wherein said one or more receiver specific data evidence the availability, use, or usage of information or evidence a receiver specific response to said designated instruct signal.

28. The method of claim 26, wherein said designated instruct signal comprises some downloadable executable code.

29. A method of controlling one or more of a plurality of receiver stations each of which includes a mass medium program receiver, a signal detector, at least one computer or processor, and with each said receiver station adapted to detect the presence of one or more control signals and to input a viewer reaction to a specific offer communicated in a mass medium program, said method of controlling comprising the steps of:

(1) receiving an instruct signal at a transmitter station and delivering said instruct signal to a transmitter, said instruct signal being effective at a receiver station to implement a scheme for locating, identifying, or assembling a control signal;

(2) receiving a code or datum at said transmitter station, said code or datum designates said instruct signal or a control signal to be located, identified, or assembled;

(3) receiving one or more control signals at said transmitter station, said one or more control signals at the one or more receiver stations operate to process a viewer reaction to an offer communicated in a mass medium program;

(4) transferring said code or datum or said one or more control signals to a transmitter at said transmitter station; and

(5) transmitting said instruct signal, said code or datum and said one or more control signals from said transmitter station.

30. The method of claim 29, wherein said one or more control signals or said code or datum is embedded in a television signal or in a signal containing a television program.

31. The method of claim 29, wherein said one or more control signals are effective to output a viewer order for said designated product or service, said method further comprising the steps of communicating to said transmitter and transmitting some information which is effective at the receiver station to select or assemble specific information to communicate to said remote data collection site.

32. The method of claim 29, wherein said one or more control signals incorporate some of some downloadable executable code.

33. The method of claim 29, wherein said mass medium program is text.

34. A method of generating and encoding signals to control a presentation comprising the steps of:

receiving and storing a program that contains video information;

receiving an instruction, said instruction having effect at a user station to implement a scheme for locating, identifying, or assembling a control signal;

encoding said instruction, said step of encoding translating said instruction to a control signal, said control signal for directing a processor at a user station to perform said effect indicated by said instruction with said program; and

storing said control signal from said step of encoding in conjunction with said program.

35. The method of claim 34, wherein supplemental program material is stored at the same location as said processor and said control signal from said step of encoding directs said processor to generate a video overlay that is coordinated with said video information in said program, said method further comprising one step of the group consisting of:

storing supplemental program material in conjunction with said program and said control signal; and

storing a second control signal in conjunction with said program and said control signal from said step of encoding, said second control signal having effect at a user station to query a remote station or receive supplemental program material in a broadcast or cablecast transmission.

36. The method of claim 34, wherein said control signal from said step of encoding directs said processor to generate a video overlay that is coordinated with said video information in said program, said method further one step of the group consisting of:

transmitting a combined video signal from said program and said video overlay generated by said processor over a broadcast or cablecast network to a plurality of receiver stations; and

transmitting a combined video signal from said program and said video overlay generated by said processor to a co-located video display.

37. The method of claim 34, further comprising the steps of:

receiving a second instruction, said second instruction being one of the group consisting of:

(1) an instruction which is effective at a user station to generate some output to be associated with said program;

(2) an instruction which is effective at a user station to generate some output to be associated with said product, service, or information presentation;

(3) an instruction which is effective at a user station to display a combined or sequential presentation of a mass medium program and a user specific datum;

(4) an instruction which is effective at a user station to process a user reaction to said program;

(5) an instruction which is effective at a user station to communicate to a remote station a query in respect of information to be associated with said program or to enable display of said program;

(6) an instruction which is effective at a user station to control a user station to receive information to supplement said program;

(7) an instruction which is effective at a user station to process a digital television signal which is separately defined from standard analog television; and

(8) an instruction which is effective at a user station to serve as a basis for enabling an output device to display at least some of said program or for enabling a processor to process some executable code.

encoding said second instruction, said second step of encoding translating said second instruction to a second control signal, said second control signal for directing said ancillary processor to perform said specified second effect indicated by said second instruction with said program; and

storing said second control signal from said second step of encoding in conjunction with said program.

38. The method of claim 34, further having one the group consisting of:

embedding said control signal in the non-visible portion of a television signal;

embedding a code in said program that enables a computer or controller to control a presentation of said program in accordance with said control signal;

communicating a program unit identification code and storing said program unit identification code at a storage location associated with said program; and

communicating to and storing at a storage location associated with said program some information to evidence an availability, use, or usage of said program at a user station.

39. A method of controlling a receiver station including the steps of:

detecting the presence or absence of a broadcast or cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting the presence or absence of a control signal;

controlling said processor to output specific information in response to said step of inputting an instruct-to-react signal; and

implementing a scheme for locating, identifying, or assembling a control signal on the basis of information received from said processor based on said step of controlling a processor.

40. The method of claim 39, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

inputting said instruct-to-react signal directly to said processor.

41. The method of claim 39, wherein said processor processes a datum designating a television channel or a television program, said method further having one step of the group consisting of:

controlling a tuner to tune a receiver to receive the television channel or television program designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least some portion of the television channel or television program designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the television channel or television program designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the television channel or television program designated by said processed datum;

controlling a computer to respond to control signals detected in the television channel or television program designated by said processed datum;

controlling a television monitor to display video or audio contained in the television channel or television program designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the television channel or television program designated by said processed datum; and

controlling a selective transmission device to communicate to a video recorder or a television monitor the television channel or television program designated by said processed datum.

42. The method of claim 39, wherein said processor processes a datum designating one or more specific channels of a multichannel cable or broadcast signal, said method further having one step of the group consisting of:

controlling a tuner to tune a converter to receive the one or more specific channels designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least some portion of the one or more specific channels designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the one or more specific channels designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the one or more specific channels designated by said processed datum;

controlling a computer to respond to control signals detected in the one or more specific channels designated by said processed datum;

controlling a television monitor to display video or audio contained in the one or more specific channels designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the one or more specific channels designated by said processed datum; and

controlling a selective transmission device to communicate to a storage device or an output device the one or more specific channels designated by said processed datum.

43. A method of controlling a receiver station, said receiver station having a processor for passing and executing instructions and a clock operatively connected to said processor for inputting a timing signal, said method comprising the steps of:

receiving a broadcast or cablecast transmission;

demodulating said broadcast or cablecast transmission to detect an information transmission thereon, said information transmission comprising an instruct signal which is effective to implement a scheme for locating, identifying, or assembling a control signal;

detecting said instruct signal on said information transmission and passing said instruct signal to said processor;

delaying, under processor control, the passing of said instruct signal to a controllable apparatus;

passing said instruct signal to said controllable apparatus on the basis of a timing signal; and

controlling said controllable apparatus based on said instruct signal.

44. The method of claim 43, further comprising the steps of:

detecting a timing signal in said information transmission;

passing said timing signal to said clock; and

timing, under control of said clock, the passing of said instruct signal based on said timing signal.

45. A method of controlling at least one of a plurality of receiver stations each of which includes a broadcast or cablecast mass medium program receiver, at least one output device, a control signal detector, at least one processor capable of responding to an instruct signal, and with each said mass medium program receiver station adapted to detect and respond to one or more instruct signals, said method of communicating comprising the steps of:

(1) receiving at a broadcast or cablecast transmitter station an instruct signal which is effective at the receiver station to implement a scheme for locating, identifying, or assembling a control signal and delivering the instruct signal to a transmitter;

(2) receiving at said transmitter station one or more control signals which at the receiver station operate to communicate the instruct signal to a specific processor; and

(3) transferring said one or more control signals to the transmitter, said transmitter transmitting the instruct signal and the one or more control signals.

46. The method of claim 45, wherein said instruct signal or some identification data in respect of said instruct signal is embedded in a television signal or in a signal containing a television program.

47. The method of claim 45, wherein a switch communicates signals selectively from a receiver and a memory or recorder to a transmitter, said method further comprising one from the group consisting of:

detecting a signal which is effective at the transmitter station to instruct communication;

determining a specific signal source from which to communicate a signal to a transmitter;

controlling said switch to communicate a signal to said transmitter in response to a signal which is effective at the transmitter station to instruct communication;

controlling said switch to communicate a signal from a selected signal source; and

controlling said switch to communicate to said memory or recorder a signal which is effective at the receiver station to instruct.

48. The method of claim 45, wherein a controller controls a switch to communicate to a transmitter a selected mass medium program or control signal, further comprising one from the group consisting of:

detecting a signal which is effective at the transmitter station to instruct transmission;

inputting to said controller a signal which is effective to control said switch;

controlling said switch to communicate one or more instruct signals according to a transmission schedule;

controlling said switch to communicate a signal from a specific one of a plurality of instruct signal sources; and

controlling said switch to communicate an instruct signal to a selected one of a plurality of transmitters.

49. The method of claim 45, further comprising one from the group consisting of:

transmitting to a receiver station one or more data that designate a time or a channel of transmission of said instruct signal or that specify the title of or some subject matter contained in a mass medium program associated with said instruct signal; and

transmitting to a receiver station a control signal to cause said receiver station to tune to a broadcast or cablecast transmission containing a specific instruct signal.

50. An interactive method for promotion and delivery of information for use with an interactive mass medium program output apparatus comprising the steps of:

displaying a mass medium program that promotes information, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program whether said subscriber wants said information promoted in said step of displaying, said interactive mass medium program output apparatus having a memory for storing a code or datum;

receiving an reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a processor for processing said subscriber reply and said data;

processing said reply from said step of receiving a reply and selecting a code or datum designating said information, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station;

communicating said selected code or datum to a remote site, said interactive mass medium output apparatus and said remote site comprising a network having a plurality of transmitter stations;

assembling, in said network, a signal unit which is effective at said interactive mass medium program output apparatus to implement a scheme for locating, identifying, or assembling a control signal, said interactive mass medium program output apparatus having a receiver for receiving a signal from a remote station;

delivering said signal unit at said interactive mass medium program output apparatus; and

delivering said designated information on the basis of said signal unit.

51. The method of claim 50, wherein at least some portion of said signal unit is embedded in the non-visible portion of a television signal.

52. The method of claim 50, wherein data evidencing the availability, use or usage of said mass medium program or said designated information is stored or communicated to a remote data collection station, said method further comprising the step of selecting evidence data that identifies or designates one or more of:

(1) a mass medium program;

(2) a use of information;

(3) a transmission station;

(4) a receiver station;

(5) a network;

(6) a broadcast station;

(7) a channel on a cable system;

(8) a time of transmission;

(9) a unique identifier datum;

(10) a source or supplier of data;

(11) a publication, article, publisher, distributor, or an advertisement; and

(12) an indication of copyright.

53. The method of claim 50, wherein said signal unit incorporates executable code said method further comprising the steps of communicating said executable code to said processor and performing, on the basis of said executable code, one selected from the group consisting of:

(1) receiving a signal containing said designated information;

(2) actuating a video, audio, or print storage or output device, as appropriate, to store or output said designated information;

(3) decrypting at least a portion of said designated information;

(4) controlling a selective transmission device to communicate said designated information to a storage device or an output device;